



# Destination North Coast NSW

## North Coast News & Views No. 19

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### North Coast Tourism Symposium – July 25th 2018

Held in conjunction with the North Coast Regional Tourism Awards, the North Coast Tourism Symposium will be held in Coffs Harbour on **Wednesday 25 July, 2018**. The full-day program will attract thought leaders from across the region, and present an exciting professional development opportunity for all sectors of the North Coast tourism industry. This important industry event will stimulate a strategic outlook for tourism and provide an avenue to identify and gain a collective awareness of the issues, challenges and opportunities within the region. It will inspire passion, enthusiasm and a partnership approach across the region in the implementation of the North Coast Destination Management Plan.

The Board of Destination North Coast, Executive Team and Partner, Coffs Harbour City Council invites you and your team to join us by registering now.

### PROGRAM COMING EARLY JUNE

### Book your all-inclusive ticket - \$120pp

#### Inclusions:

- Admission (1) to the full-day North Coast Tourism Symposium including morning tea, lunch at the Bayside Bar & Grill, afternoon tea and onsite tea and coffee facilities
- Admission (1) to the North Coast Regional Tourism Awards including live entertainment, a three-course meal, beverages and more!

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### REMINDER: Be Remarkable – Guest Experience Workshops

Don't forget to RSVP to ensure your place at our "Be Remarkable: North Coast Guest Experience" Workshops being held across the Northern Rivers in June.

### **Workshop Details:**

Save the Date (for whichever of the below workshops best suits your location and availability):

- Wednesday 13th June - 8.20am - 12.30pm - Lismore Regional Gallery
- Tuesday 19th June - 8.20am - 12.30pm - Ballina Surf Club
- Thursday 21st June - 8.20am - 12.30pm - Yamba (Venue TBC)
- Monday 25th June - 8.20am - 12.30pm - Tweed (Venue TBC)

All Workshops will follow the same format, are free to attend and contain the same content with a morning tea break included.

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### **North Coast Regional Tourism Awards**

6pm until late - Wednesday 25th of July, 2018  
Opal Cove Resort, Coffs Harbour

We're back! North Coast tourism's night-of-nights, the North Coast Regional Tourism Awards will be held at Opal Cove Resort, Coffs Harbour on **Wednesday 25th of July, 2018**. Featuring more than 20 categories, the Awards and Gala Dinner will recognise and celebrate the outstanding achievements of tourism operators across the region.

The theme for this year's event is 'Run to Paradise', the dress is Black Tie and the dancefloor is at the ready. Treat yourself and your team to a night-out and experience the best of Coffs Coast \*\*or paradise as we know it\*\* with scrumptious local food and drinks, live music by local band, McKenzie and networking until late.

The North Coast Tourism Awards are proudly presented by Destination North Coast and Coffs Harbour City Council in partnership with Regional Tourism Awards Inc and the NSW Business Chamber.

Don't miss this opportunity to share in the celebration – book now!



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### **Tourism Australia North Coast Industry Networking Events**

Tourism Australia is inviting Northern NSW tourism operators to meet its Board and Executive team at a number of locations across the region. Booking is essential. Follow the links for each location below to register.

#### **Clarence Valley**

Wednesday, 6 June  
4.30pm – 6.30pm  
Angourie Resort, 166 Angourie Road, Yamba  
[Event Information and Registration](#)

#### **Byron Bay**

Thursday 7 June  
5.30pm – 7.00pm  
Belongil Pavilion at Elements of Byron  
144 Bayshore Dr, Byron Bay  
[Event Information and Registration](#)

#### **Tweed Valley**

Friday 8 June 2018  
7.30- 9.30am (including breakfast)  
Tweed Art Gallery Cafe, Tweed Regional Gallery  
2 Mistral Road  
Murwillumbah South  
[Event Information and Registration](#)

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### **Clarence Valley Art Gallery Grant Awarded**

This week Deputy Premier and Minister for Regional NSW John Barilaro announced a \$7.6M grant to revitalise the Grafton Regional Gallery in the Clarence Valley with the expected outcome of attracting a new wave of art lovers to the Clarence Valley and keeping long-time fans coming back for more.

Mr Barilaro said the expansion will include a national standard main gallery, new workshops and exhibition spaces, a new café and better storage to protect its valuable collections.

Already a major cultural space for the Clarence Valley, this grant and planned expansion of the gallery is a major boon for the region.



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### **AIME 2019 – Co-ordinated Presence**

Destination NSW has confirmed a presence at the Asia Pacific Incentives Meetings Event (AIME) in February 2019 in Melbourne. [Click here](#) for more information.

Destination NSW has reserved multiple suites (exhibition booths) and is currently in the process of putting together an Expression of Interest to send out to regions offering the opportunity to co-Exhibit with DNSW at AIME.

This co-ordinated presence has the aim of offsetting some of the traditionally restrictive costs for regions/operators as well as to showcase the best that Regional NSW has to offer in creating and hosting amazing business events.

An EOI will be ready to send out to market in June

This augurs well for the more active role Destination North Coast will play in attracting business events to the region.

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### **Karuah LALC and Forestry Corporation Partnership**

This week saw the launch of an exciting new visitor experience with the opening of Boolah-Dillah, at Bulahdelah Mountain Aboriginal Place.

This experience is the result of a partnership between Karuah Local Aboriginal Land Council and Forestry Corporation of NSW creating a unique interpretation of culture on the walk to two remarkable lookouts.

Attached is the Product Factsheet providing more information about this culturally and historically significant area.



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### **Sales Opportunity - DNSW South East Asia Roadshow 2018**

New South Wales tourism products are invited to attend the Destination NSW South East Asia Roadshow 2018.

[Applications are now open](#) and will close on Friday, 8 June 2018.

The Roadshow will take place from 6 to 11 August 2018 in Singapore and Malaysia. This event is designed to showcase Sydney and New South Wales products and destinations to key trade partners and travel trade media.

Please see the [Prospectus](#) for information and registration details.

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## Tourism Australia – Investing in Regional Tourism

Investment opportunities in Australia's regional tourism destinations are showcased in a suite of new marketing tools released last week by Australia's Minister for Trade, Tourism and Investment, the Hon Steven Ciobo MP. Developed by Tourism Australia and Austrade, the new investment and marketing collateral provides a snapshot of key tourism information such as visitation, airport infrastructure and accommodation.



Attracting investment into regional leisure travel destinations is a major priority for the Australian Government. View [Tourism Investment in Regional Australia](#).

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## NSW Point To Point Transport Commission

If you are a local transport operator (local hire vehicle, community transport, tourism industry transport operators and those with small buses of 12 seats or less), NSW Point to Point Transport Commission invites attendance at a FREE information session about the point to point transport laws in NSW.

Topics covered:

- Background to the law
- How to become authorised
- What is a passenger service
- Key elements of the law
- What do I need to do to be compliant with the new laws
- What is a Safety Management System
- The Passenger Service Levy
- How to register as a tax payer

After the presentation staff will be available to provide one to one assistance with any queries you may have.

### Event dates & locations:

Wednesday 6 June - Sydney (Liverpool)

Thursday 7 June - Sydney (Brighton-Le-Sands)

Thursday 14 June - Ballina

[Click to book your FREE seat.](#)

For more information please contact [www.pointtopoint.nsw.gov.au](http://www.pointtopoint.nsw.gov.au)

## **NSW Aboriginal Cultural Tourism Experience Development Workshop Program**

Destination NSW is holding a series of Aboriginal Cultural Tourism Experience Development Workshops in partnership with the NSW Aboriginal Tourism Operators Council (NATOC) in June 2018.

The goal of the new experience development workshops is for aspiring Aboriginal tourism operators to gain a greater understanding of the tourism sector and access to services to further develop their businesses.

The NSW Aboriginal Cultural Tourism Experience Development Workshops locations are:

### **4 – 5 June - Bourke**

Theme: Outback and adventure for domestic and international markets

### **18 – 19 June - Narooma**

Theme: Developing multi-day immersive experiences

### **25 – 26 June - Port Stephens**

Theme: Combining cultural and adventure tourism and Aboriginal art and tourism

### **28 – 29 June - Sydney**

Theme: Urban and contemporary experiences for international markets

Aboriginal tourism operators may wish to attend one or more workshops based on location, timing or content.

The final workshop program will be sent to attendees prior to the workshop.

Please note: Attendees will be responsible for their own travel to and from workshops. Destination NSW will fund the cost of accommodation and meals for Aboriginal tourism operators attending the workshops.

[Register here](#)

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## **Upcoming Events on the North Coast**

To aid in your planning, keep in mind these upcoming events across the North Coast over the coming weeks and months.

It's all happening in Lismore in June with the [Lismore Friendship Festival](#) (10am – 3pm, June 24th, 2018), an annual fun-filled family event that takes its theme from the Italian heritage of the region. This FREE event is held in Spinks Park, Molesworth Street, Lismore.

The Friendship Festival dovetails of the [Lismore Lantern Parade](#) which needs no introduction as it is one of the city's flagship events that celebrates the Winter Solstice. Come and join in the fun from 5.30pm in the Lismore CBD on Saturday June 23rd.

In Port Macquarie, the [Hello Koalas Festival](#) kicks off next Thursday (June 7th) and runs for the 4 days of the June long weekend and celebrates our iconic native Koala. As the region with the largest koala population on the east coast, Port Macquarie Hastings is the place to learn about all things koala-related at this fun and interactive event.



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